GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:5252
ANSWERED ON:22.12.2000
POPULARITY RATING OF ALL INDIA RADIO
JASWANT SINGH YADAV

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the popularity rating of Akashvani programmes has gone down during the last three years;

(b) if so, the reasons therefor; and

(c) the steps taken by the Government to improve the quality of programmes relayed by Akashvani?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) & (b): No Sir.

(c): Prasar Bharati has informed that improvement in the quality of programmes is a continuous process. All out efforts are made to effect improvement in the programmes from time to time.